

Apps for Seattle

CTTAB 2010 Committee Project Description

Committee/Project Name: Apps for Seattle

Members: Tom Kee, Jac de Haan, Daniel Carillo, Ted Schmitt, John Neuharth

Chair: John Neuharth

Committee Description:

Propose a structure for an “Apps for Seattle” contest and, if needed, administer the program. The program would be structured similar to contests run by other municipalities and prizes would be funded by money from the city’s budget that has already been allocated.

Project Objective(s) (If different):

- To incent developers to create new applications that benefit the citizens of Seattle
- To demonstrate Seattle’s use of data to promote open government
- To provide a strong ROI for the city council’s allocation in the form of “free developer hours”

Current situation and needs assessment:

- The city has published a broad set of data about public resources available for developers
- The city has allocated funds (\$25,000) for an “Apps for Seattle” contest
- The mayor and council have stated that an apps contest is a priority
- No definition for this program currently exists

Financial/Resource Assessment:

- \$25,000 has been allocated
- A similar contest in New York City returned \$4.25 million in developer hours on a \$20,000 investment
- A similar contest in Washington DC returned \$2.3 million in developer hours on a \$50,000 investment

Projected one time 2010 cost:

- Prize money
- Publicity
- Possible app hosting

Any annual ongoing costs?

- To be determined – need to decide whether the city will be hosting any of the apps over the long term

Funding Source(s):

- City council funding (prize money)
- City web site (possible app hosting)
- DOIT (Publicity)

Timeline:

- Tentatively a 2-3 month contest launching in the summer of 2010

Project management responsibility and needs:

From CTTAB

- Outline the program
- Administer the program

From staff

- Publicity
- Possible hosting support

Performance Measures:

The official project proposal will contain some methods to measure success. These have not yet been determined, but some have been discussed such as :

- Hits on the page
- Free publicity
- Number of apps
- ROI vs. council allocation
- Facebook hits